

COMMUNITY IMPACT AWARDS — 2013

The purpose of this award(s) is to recognize organizations* that are positively impacting their communities in ways that inspire integrity. There are two categories for this award as described below:

I) Education: Organizations honored in this category have demonstrated an ability to engage students and faculties in initiatives that significantly promote ethical behavior on Oklahoma campuses. Efforts will be assessed based on the measurable width and depth of these endeavors. For example, while monetary outreach is a consideration, the selection team will also be interested in other factors, such as the number of individuals impacted and the degree to which the initiatives have made a positive difference.

II) Community: Businesses honored in this category have made significant outreach efforts that serve to uplift the community, specifically by promoting strong principles, ethical leadership and integrity. Please note that this should not be confused with the Compass Award criteria used for Corporate Social Responsibility, but is geared to fostering ethical behavior by inspiring and mobilizing members of the community toward actions that reflect Oklahoma values of integrity.

**Note that, because it is in everyone's best interests to promote high standards of ethical behavior, these awards are not limited to for-profit companies. For that reason, non-profits, educational and governmental institutions are welcome to apply.*

COMMUNITY IMPACT AWARD APPLICATION - 2013

Indicate which Community Impact Award your company is applying for:

I. Education X _____ II. Community _____

In less than 500 words, please describe the initiative(s) that the company has undertaken:

Do what's right. Do your best. Treat others well.

These ethical principles guide the decisions of two Oklahoma companies, SandRidge Energy and Public Strategies, two businesses that have joined together with school leaders and students, to grow cultures of character in several northeast Oklahoma City public schools.

The two organizations dedicated time to break these principles down into an annual calendar of character traits, with monthly themes to include: integrity, responsibility, initiative, justice, discipline, perseverance, curiosity, community, respect, teamwork, compassion, and loyalty. Contributions include financials resources but equally important, full-and part-time staff from both companies that move throughout the schools on a daily basis, weaving these concepts into activities, classrooms, and lives.

Culture is created and reinforced through a multi-dimensional strategy to include upbeat and highly interactive school-wide assemblies; small group discussions with teachers and students; behavioral health interventions where students gain personal support for making good choices; a weekly literacy program where students engage with corporate role models, who themselves become better people from giving a small part of their week to young children; and a youth leadership development component, where students are taught to lead in exemplifying strong character. At each of these touch points, children are embedding in their daily practices and lives the ethical traits needed to be successful in life, as well as becoming meaningful contributors to a better community and world.

While Oklahoma City Public Schools has a responsibility to educate children, these two companies are "all-in" on making sure that the children at one of their target schools, Edwards Elementary, have every support possible to leave the third grade as accomplished readers. They aren't just sending in volunteers for short interactions with children. Instead, because of their ethical framework (noted above), they have decided it's not okay for children to move forward in life without reading on grade level. They have elected to do what's right so that children can do their best. These two companies are weaving character education and reading together in ways that haven't been done before in Oklahoma City.

Unique to this strategic partnership is the fact that it is a partnership. This is not one company adopting a school (not about what the company did), but instead, two companies partnering with schools, and their principals, teachers, students, and families to be difference makers. The structure of the partnership keeps pride and ownership in check, and keeps everyone focused on the very real fact that everyone, no matter the age, contributes to forming a character-driven school, and therefore a next generation of ethical citizens.

The companies have also invested in sophisticated development of animated characters and concepts in the Reading Explorers program, providing life lessons in age-appropriate ways, and creating a variety of lenses for children to observe ethical concepts. Through these characters and interactions, children also have many opportunities to experience the ethical dilemmas that form character. True socio-emotional learning occurs when those connections are effectively made.

Describe the impact that this has had on the campus or community:

Please support your response with as much *empirical*, rather than anecdotal, data as much as possible.

As a result of a comprehensive, well-thought and well-resourced strategy, in northeast Oklahoma City, hundreds of adults and students are doing their best every day to do what's right and to treat others well. And the world will be better for it for generations to come.

Currently our efforts are impacting:

330 Edwards Elementary School preK-6th graders, 340
Thelma Parks Elementary School preK-6th graders, 340
Moon Elementary School preK-6th graders and, 300
Douglass Middle School 7th and 8th graders.

To-date, we have implemented 69 morning Rise & Shine assemblies at local elementary schools, 20 assemblies at the middle school level, 20 small group leadership sessions, and an average of 15 group sessions and 10 one-on-one sessions per month by behavioral health staff.

Further, our 150-person volunteer-based literacy initiative has served to significantly impact Edwards Elementary School. Since 2000, only 30% of all third graders have read on grade level. Throughout the last three years, we have seen a steep incline in results. This year, the Oklahoma City Public School District reported that 70% of Edwards Elementary Students are reading on grade level.

Please scan and attach a letter(s) of recommendation from the campus or community impacted by your company's outreach.

APPLICANT AGREEMENT:

- 1) Participants understand that, in addition to promoting ethical standards, the annual OK Ethics Compass Award®, *during which time the Community Impact Awards will be presented*, is also intended to raise revenue for the Consortium in order to maintain its current programs and to provide funding to the Foundation's initiatives in assisting student business ethics chapters throughout the state. Because of the combined use of the funds, one may not be able to claim the cost of admission to the event as a charitable contribution. Please consult with your tax advisor.
- 2) **Award recipients and finalists are expected to purchase a table' for eight participants to attend the awards luncheon on May 15.** Costs for tables may be found on the Registration Form located on the OK Ethics website.

NOTE: A 10% early bird discount will apply to reservations received before March 31.

- 3) Award applicant understands that submissions become the property of the Oklahoma Business Ethics Consortium and Foundation. Applicant agrees that, in the interest of sharing best ethical practices with other organizations, OK Ethics may make these submissions public and display the company logo and photographs in promotional materials.
- 4) Applicant also gives permission for OK Ethics to conduct independent background checks. Inaccurate or misleading statements and other related misconduct by nominees will result in termination of consideration, or possibly revocation of the award if discovered after the award has been presented.
- 5) Award recipients acknowledge that photos may be taken and shared in a variety of public venues (e.g. print publications, FaceBook, etc.) Applicant holds OK Ethics, its members and officers, harmless for the use of these photos.

Special Notes:

OK Ethics reserves the right to request removal of this acknowledgement within a year's period and/or if misconduct is discovered that could tarnish the image of the award. Applicant agrees that it will not assert any claim or legal proceeding against OK Ethics or the officers if the award is revoked, regardless of the reason given.

Deadline & Submission:


The deadline for award applications is 4:00 p.m. on Thursday, March 28. You may scan and email your application to warrenoklaco.net . The file must not be larger than 3 MB. No applications will be accepted after that time. **Or, you may mail it to OK Ethics, P. O. Box 3174, Oklahoma City, Oklahoma 73101-3174.** (Note that applications sent to the post office box and delivered after that date will not be accepted, regardless of the postmarked date.) To arrange other delivery options, please contact Shannon Warren with OK Ethics at (405) 858-2233 at least a week prior to the deadline.

¹ Note that whiners from certain membership ranks are not required to buy additional seats. For instance, the OK Ethics Pinnacle, Navigator and Star members demonstrate the highest level commitment to OK Ethics. These contributors are already entitled to tables at the annual Compass Awards banquet as part of their membership benefits. Compass Awards are also part of the benefits that Leading Members enjoy, while Horizon member receive a substantial discount to attend the event. See

COMMUNITY IMPACT AWARD AGREEMENT (Continued)

By signing below, applicant (or applicant's representative) confirms his/her authority to submit this entry on behalf of SandRidge Energy and Public Strategies. Signature below attests that:

- 1) The information provided in this organization has been approved for submission by the appropriate authorities within the organization.
- 2) To the best of the applicant's knowledge,
 - a. No untrue statement of a material fact is contained in the Application and
 - b. No omission of a material fact that I am legally permitted to disclose that affects my ,orga ation's p ices h een made.

Signature: 

Printed Name:

Randy Decker

Title:

Director of Community Relations

Applicant Name:

SandRidge Energy

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Signature: 

Printed Name:

Sammye Norvell-Cravens

Title:

Chief Operating Officer/Chief
Financial Officer

Applicant Name:

Public Strategies

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